

Mika Tiraturyan

From: Tom K. McCrossin
Sent: Tuesday, May 19, 2015 3:25 PM
To: bsilver@kalashnikov-usa.com; dmccallum@kalashnikov-usa.com; ehenry@kalashnikov-usa.com; Eldad Oz (eldadoz1@gmail.com); jportz@kalashnikov-usa.com; mika@kalashnikov-usa.com
Cc: 'Laura@lauraburgess.com'; Tam Cao
Subject: מצגת עדכון הלוגו
Attachments: caa_visual_language_round2_8.pdf

Importance: High

The enclosed file contains the most recent follow-up from Dan Alexander as this pertains to the pending rebranding of CAA.

Please review and reply back with your comments on or before Thursday, May 21st so we can continue to move the open matter forward.



THOMAS K. MCCROSSIN
CEO
CAA USA

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From: Eldad Oz [mailto:eldadoz1@gmail.com]

Sent: Monday, May 18, 2015 11:09 AM

To: Tom K. McCrossin; mikey hartman; Moshe Oz; mika@kalashnikov-usa.com; bsilver@kalashnikov-usa.com; Laura Burgess; Evrold Henry; Yuval Harel; Dagan Shahr; Ron Maoz; guy tevel; Dudi

Subject: Fwd: CAA - מצגת עדכון הלוגו

Sent from my Samsung Galaxy smartphone.

----- Original message -----

From: Einat Lerer <einat@daitd.com>

Date: 17/05/2015 14:35 (GMT+01:00)

To: אלדד עוז <eldadoz1@gmail.com>

Cc: Dan Alexander <dan.alexander.co@gmail.com>

Subject: CAA - מצגת עדכון הלוגו

Dan Alexander & Co.

Business Creation



CAA SYMBOL & LOGOTYPE

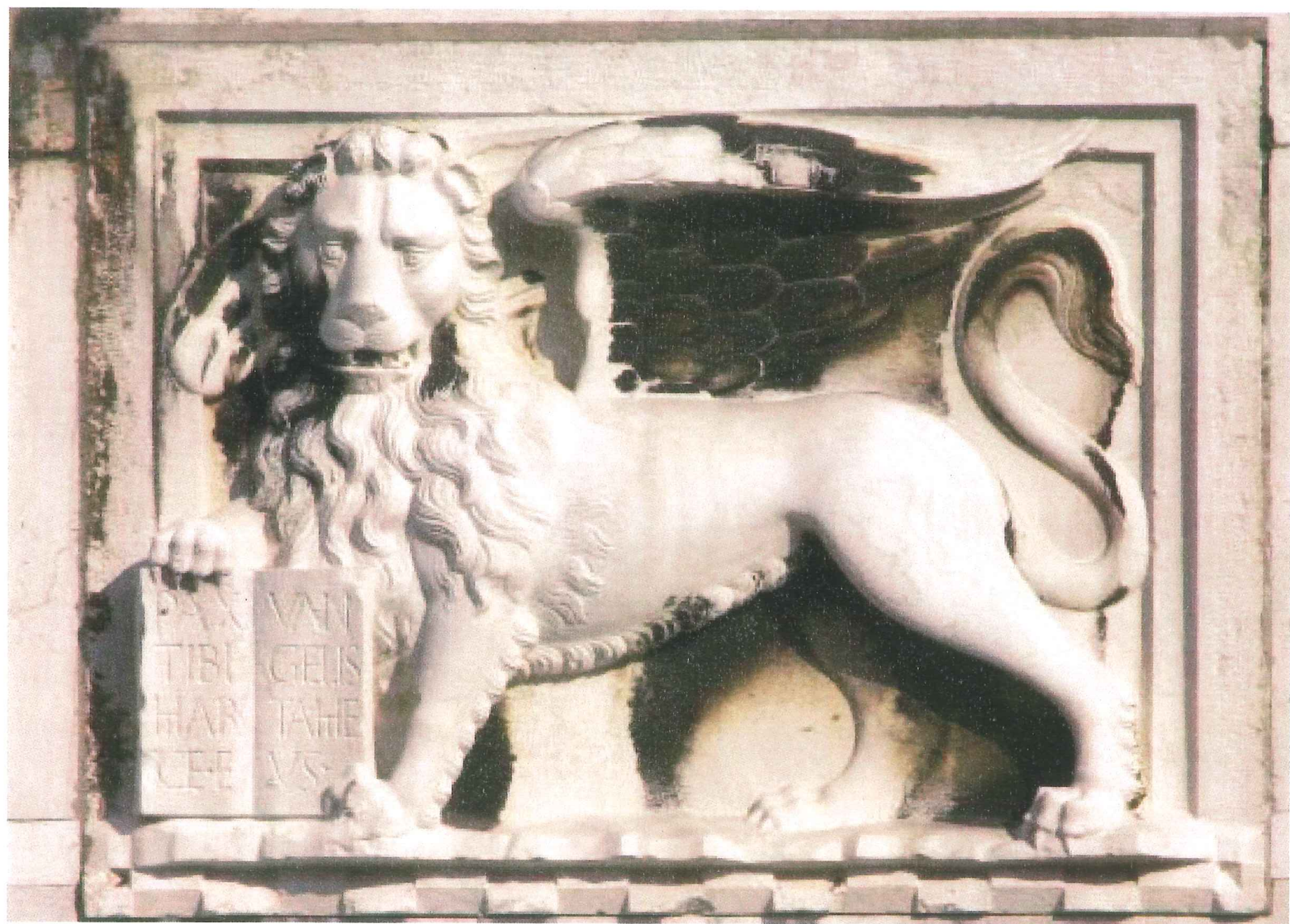


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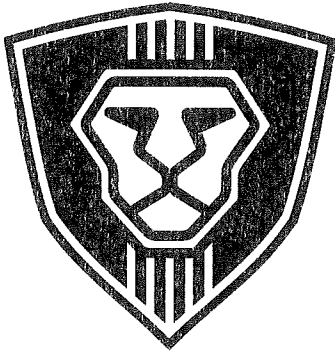




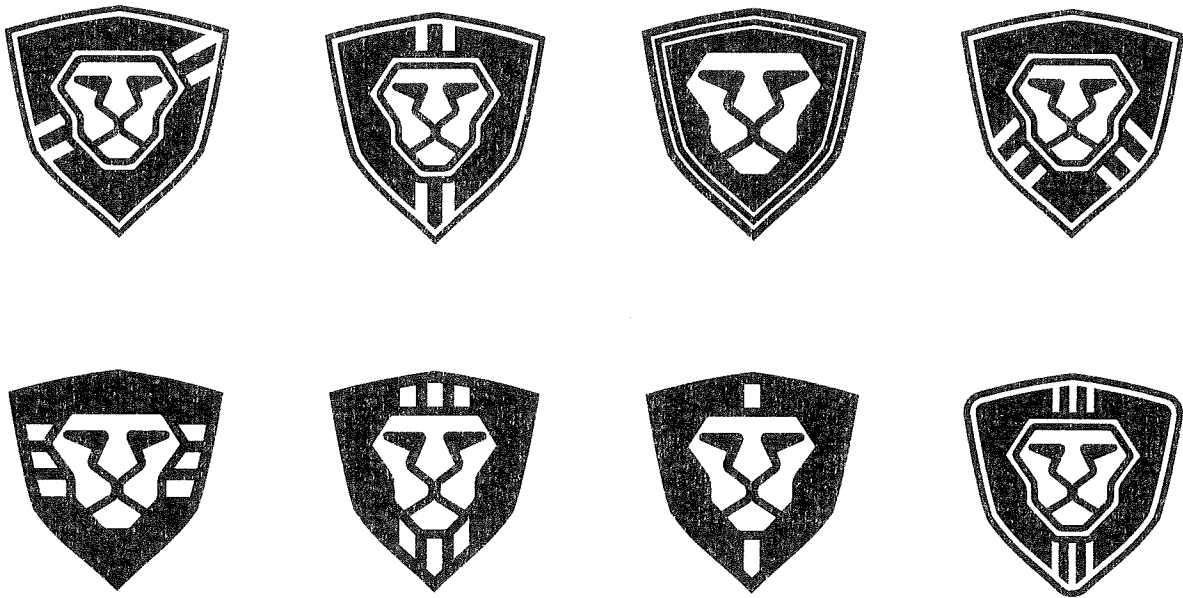
+

SYMBOL

+



Exploration of shape and form



Version A



Version B



Our recommendation is to remain with the previous logo
and to reduce the quantity of stripes.

We have tested the symbol without the outer line surrounding the lion
and our recommendation is that this is a crucial element, deleting it
will affect the total look and uniqueness.

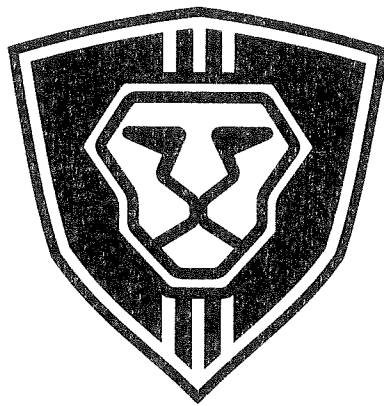
The symbol represents the tradition of warriors and links to icons
that representing elite units, a symbol that connects the lion as a
leader, courage and strength with camouflage adornment and fashion.

The stripes are needed in order to separate it from the rest and give
it the unique brand expression.

Dan Alexander & Co.

CAA Visual Language

Chosen Symbol



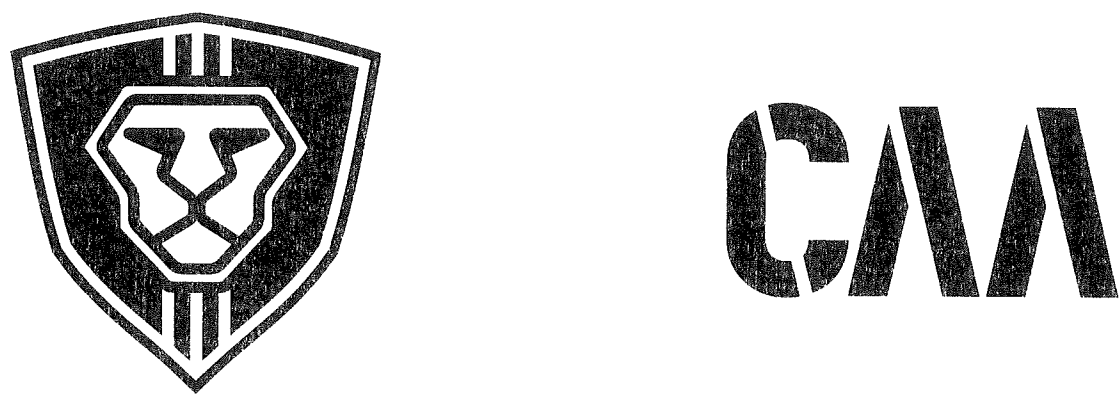
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CAA Visual Language

Chosen logotype



Chosen Combination



The symbol and logotype are shown together but work as individual elements.

Chosen Combination (Negative Version)



CMA

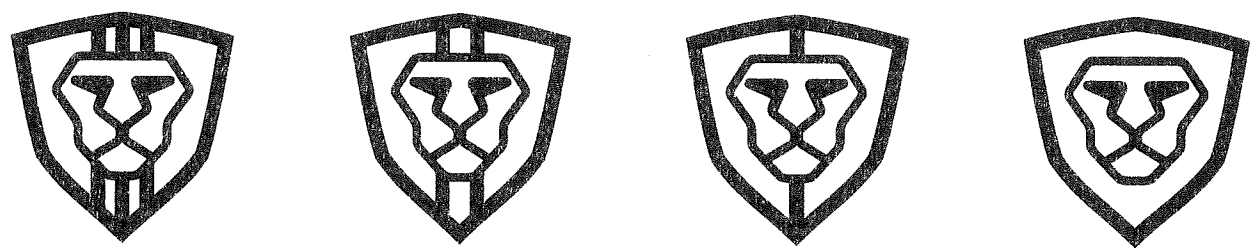
+

ABSTRACT LOGO

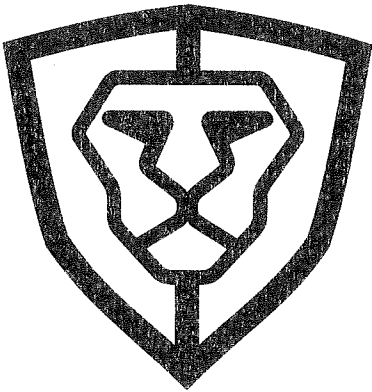
For Embossing and Stamping

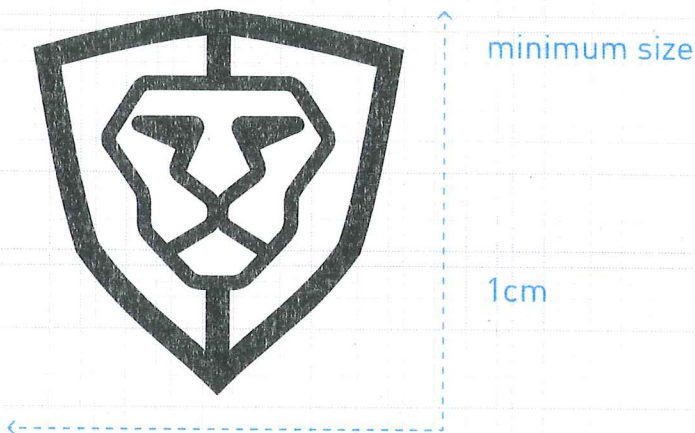
+

Exploration of shape and form



In abstraction, we have narrowed down the elements of the symbol to a minimum while keeping the clear link to the symbol in order to match the abilities of production while keeping the elements clear and readable.





Minimum logo Size - 1cm Height

USING THE LANGUAGE



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CAA





Dan Alexander & Co.

Business Creation

+

THANK YOU!

+

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Mika Tiraturyan

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To: אֶלְדָּד עֶזַר <eldadoz1@gmail.com>

Cc: Dan Alexander <dan.alexander.co@gmail.com>

Subject: CAA - מצגת עדכון הלוגו

From: tcao@commandarms.com <tcao@commandarms.com>

Sent: Tuesday, May 26, 2015 3:06 PM

To: Eldad Oz (eldadoz1@gmail.com) <eldadoz1@gmail.com>

Cc: Tom K. McCrossin <tom@commandarms.com>; Bill Silver <bsilver@commandarms.com>;
'Laura@lauraburgess.com' <Laura@lauraburgess.com>; Mika <mika@commandarms.com>

Subject: 5-26-15 CAA logo and visual language updates

Hi Eldad, attached is the recap of today's Skype call. Please let me know if you would like me to include any other items on this report.

Best,



TAM CAO
MARKETING COORDINATOR
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Logo and Visual Language
Updates
5/26/2015



CAA Logo & Visual Language

1. Logo
2. Logo Type
3. Camo
4. Slogan – Gear Up

5/26/2015

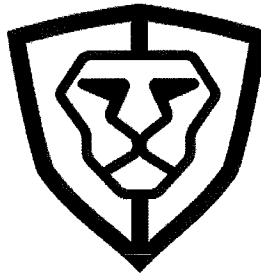
CAA - Logo

The team have decided on the lion logo. We will be using the two versions of logo. The one with the borders will be used for marketing materials. The simpler version, without the borders will be used for the molding.

With borders



without borders



5/26/2015

CAA – Logo Type

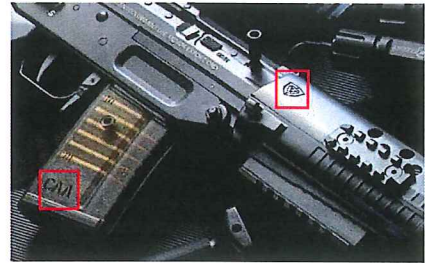
This is the **final** logo type that the team has reviewed and approved on 5/26.

<https://drive.google.com/file/d/0B2VxLhffeErud3ZDSG5rRFJTM1E/view?usp=sharing>



5/26/2015

CAA – Logo & Logotype



- Will be used together and not separately until we establish the brand identity in the market.
- Next step is to decide on the placement/location—how it will be molded onto the products. Dan Alexander will come up with a few options for us to review.



5/26/2015



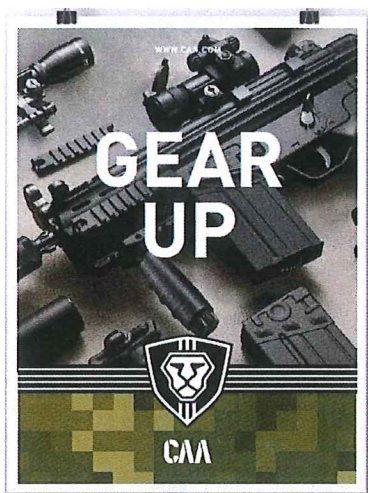
CAA - Camo

1. Discussed the option of using the colors to categorize different product types. For an example: **red**—RONI, **yellow**—grips, **green**—magazines....
1. There are some concerns in using the camo:
 - A. distracts the eyes from the products
 - B. no association to the products or the brand
2. It needs to be used in a subliminal message—*it is there, but it is not really there.*

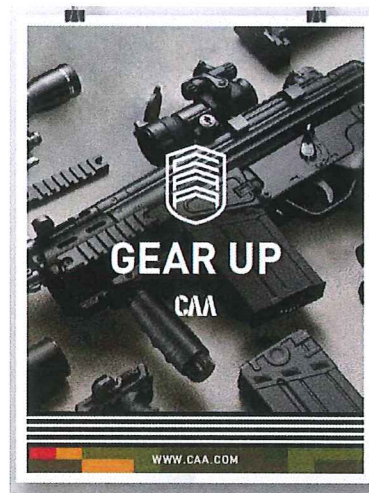
5/26/2015

CAA - Camo

Too much camo in this ad space.



This is a better example. The camo is there but not overpowering the ad.



5/26/2015

CAA – Slogan/Tagline

1. Gear UP is the **final** slogan
2. We need to make sure that this slogan is associated with CAA—see the search results on the right
3. Laura's SEO expert can help us in this area



gear up

Web Images Videos News Shopping More Search tools

About 207,000,000 results (0.56 seconds)

Gear up - ThomsonReuters.com
Ad cl.thomsonreuters.com/GearUp
Enjoy time with family or friends & still earn your CPE Credit Hours!
Thomson Reuters has 1,230,248 followers on Google+

Gear Up - U.S. Department of Education
www2.ed.gov/gearup United States Department of Education
Sep 29, 2014 - This discretionary grant program is designed to increase the number of low-income students who are prepared to enter and succeed in ...
Eligibility - Awards - Applicant Information -- GEAR ... - Funding Status

Gear Up on Steam
store.steampowered.com › All Games › Action Games › Gear Up › Steam
★★★★★ Rating: 7/10 - 3,910 reviews - Free
Jan 28, 2015 - "Gear Up is an explosion of arcade shooter chaos with rockets, fire, and lasers covering the battlefield, all with customizable tanks! And its ...

Gear Up
play-gearup.com/
RT @TheRealIndie: Live streaming the FTP multiplayer game GEAR UP! Come and play with or against us! http://t.co/53Vlg8Aycf. 3 weeks 3 days ago.

5/26/2015